

MARTIN'S DREAM: BUILDING SUCCESSFUL COALITIONS

**A Program to Celebrate the Birthday
of Dr. Martin Luther King, Jr.**



THURSDAY, FEBRUARY 3, 1994

GUSTAV HENINGBURG

Gustav Heningburg, President of Gustav Heningburg Associates, Inc., and Angus Communications has received wide recognition for a distinguished career encompassing civil rights, community leadership, urban affairs, higher education, public affairs and television journalism. He has been cited repeatedly by leaders in the public and private sectors and the media for extraordinary service to society.

At Gustav Heningburg Associates, Heningburg has assembled a talented group of professionals who provide consultation services in areas of communications, public policy development, affirmative action - with special expertise in the construction industry - conflict mediation and lobbying.

Angus Communications was formed by Heningburg in 1980, and provides a broad range of communications services including advertising and public relations.

Through his companies, Heningburg has served as a consultant to such corporations as Marriott Hotels, Hartz Mountain Industries, Henderson Industries, City National Bank, Continental Airlines, Chemical Waste Management, Newport Development Corporation, Major League Food Service and the Port Authority of New York and New Jersey, among others.

In 1987, Heningburg was appointed by the Governor of New Jersey to serve as a Commissioner of the New Jersey Sports and Exhibition Authority. In 1986, he served as Chairman of Newark Mayor-elect Sharpe James' Transition Office.

Heningburg has received honorary doctorates from the University of Medicine and Dentistry of New Jersey, Ramapo College and Rutgers University. He has been honored by Fairleigh Dickinson University and his alma mater, Hampton University. He was the first "Victoria Fellow in Contemporary Issues" at Rutgers and he has lectured for the Harvard Business school, Cornell and Stanford Universities, the National School Boards Association, Andover and Newark Academies, and the New Jersey Association of Black Educators.

In addition to serving as Chairman of the New Jersey Committee to Study the Governance of New Jerseys' County Colleges, he was the Chairman of the New Jersey Educational Opportunity Fund during the first ten years of the program.

In a parallel career, Heningburg has served as host of the WNBC-TV award winning public affairs program "Positively Black" since 1972. In January 1990,

the program began its 20th consecutive year, making it the longest running public affairs program ever produced by WNBC-TV.

For two years Heningburg served as a Senior Correspondent on New Jersey Nightly News, produced by New Jersey Public Television. It was during this time that he received the National Urban Coalition's Urban Journalism Award for his television commentaries on the problems of the cities. He was also honored by the New Jersey Bar Association for his coverage of the first televised courtroom trial in New Jersey history.

Prior to establishing his consulting firms in 1980, Heningburg served as President and Chief Executive Officer of the Greater Newark Urban Coalition for 12 years. In this position, he developed the "Newark Plan" in 1972, which provided training and employment for hundreds of African-Americans and Hispanic construction workers. This plan became the model later adopted by the State of New Jersey, and has been widely hailed as the most effective construction affirmative action plan in America.

In 1974, Heningburg mediated the settlement of the nation's longest public housing rent strike at Newark's Stella Wright Homes, leading a federal judge to comment that his "credibility and his quiet, effective leadership brought order out of chaos, and produced solutions where many thought none existed." The Greater Newark Chamber of Commerce Metro Magazine described Heningburg as a "communicator, advocate and idea giver of extraordinary skill." He has been described by three former governors of New Jersey as one of the Garden State's most important citizens.

In 1987, the Governor of New Jersey awarded Heningburg the first Alice Paul Humanitarian Award, considered the highest honor the State of New Jersey can bestow upon a civilian.

Before coming to the Newark Urban Coalition as its first president in 1968, Heningburg served as assistant to the president of the NAACP Legal Defense and Educational Fund for five years. He also served as vice president of Harold L. Oram, Inc., a fund raising and public relations firm, and for five years as Director of Alumni Affairs for the United Negro College Fund.

Heningburg was born at Tuskegee Institute, Alabama, where his father taught. He grew up in North Carolina, and his family moved to New York during his senior year in high school. He graduated from Hampton University, in 1950.

MISTRESS OF CEREMONY

Diane Wran-Farris
Admissions Representative

INVOCATION

Reverend Derinzer Johnson
St. Stephen's AME Zion Church
Asbury Park, New Jersey

NATIONAL BLACK ANTHEM

Audience
Lift Ev'ry Voice and Sing
Words by James Weldon Johnson
Music by J. Rosamond Johnson

WELCOME AND INTRODUCTION OF GUESTS

Dr. Peter F. Burnham
President, Brookdale Community College

MUSICAL SELECTIONS

Monmouth Regional High School
Gospel Choir
Sounds of Joy

INTRODUCTION OF KEYNOTE SPEAKER

Rodney Snell
Brookdale Community College Student

KEYNOTE ADDRESS

Gustav Heningburg

MUSICAL SELECTION

Rodney Snell

BENEDICTION

Dr. Newton Greiner
Student, Development Specialist

CLOSING SONG: TRADITIONAL FREEDOM SONG

Audience
We Shall Over Come

MARTIN LUTHER KING CELEBRATION COMMITTEE

Vivian Atkinson
Dr. Henry Cody
Harvey Schmelter-Davis
Diane Wran-Farris
Jean Fatigante
Norma Klein
Liz Lamurey
Jeana Malmros
Audrey Mansfield
Avis McMillon
Jack Needle
Dr. Tom Richards
Dr. Webster Trammell
Fran Williams
Rita Wright, Chair

This program was co-sponsored by the following departments and associations in conjunction with the President's Office

Administrative Association
Administrative Staff Development
African-American Awareness Society
BCC Foundation
Career Services
Community Services
Computer Services
Diversity Management
Enrollment Services
Faculty Association
Interface
Learning Resource Center
Non-Academic Staff Association
Planning & Development Office
Project Impact
Support Staff Development

We thank all of you for your financial support



BROOKDALE
COMMUNITY
COLLEGE

An Equal Opportunity/Affirmative Action Institution